

BOOK TRAILER RUBRIC AND SCORING GUIDE

Date: _____ Student Name: _____ Period _____

CATEGORY	5	4	3	Weight	Total Score	Comments
Planning (Storyboard)	Is easy to read All elements are so clearly written, labeled, or drawn that another person could create the trailer Is complete with sketches or image description and captions for each section	Is easy to read Most elements are clearly written, labeled, or drawn that another person could create the trailer after asking one or two questions Is complete with sketches or image description and captions for each section	Is hard to read with rough drawings or labels Would be difficult to create this trailer without asking a lot of questions Has limited sketches or descriptions and captions	X 10	____ / 50	
Content Organization (Transitions)	Information presented in a logical, interesting sequence Easy to follow Ideas are connected with smooth, effective transitions	Information presented in a logical sequence Easy to follow Most ideas are connected with transitions	Difficult to follow Little to no sequence of information or ideas Little or no evidence of transitions	X 4	____ / 20	
Content Organization (Hooks)	Hooks are used throughout the trailer to build interest	Includes at least one hook that grabs the attention of the audience	No hooks evident Trailer is just a collection of facts or a summary of the book	X 4	____ / 20	
Content Organization (True to Book)	Conveys the mood, theme, and setting of the book to create an emotional response through selection of events/details included Provides enough information to peak interest without giving away story line	Reflects the mood, theme, and setting of the book and includes important details Provides enough information to peak interest without giving away story line	Tells too much of the story and/or includes details that are unimportant and/or misleading about the book	X 4	____ / 20	

CATEGORY	5	4	3	Weight	Total Score	Comments
Content Organization (Persuasion)	Audience wants to run out and read the book immediately	Convinces the audience that the book is worth reading	Is not persuasive in convincing the audience to read the book	X 4	____ / 20	
Content Organization (Copyright)	All photos, graphics, and sound are either original or permission for use is documented with an appropriate citation	All photos, graphics, and sound are either original or permission for use of most items is documented with an appropriate citation	Little or no reference to copyright information for photos, graphics, and music	X 4	____ / 20	
Production Quality (Graphics)	Purposefully used to create an emotional response Assist in presenting overall theme Appeal to the audience and enhance trailer Help explain key content	Assist in presenting overall theme Help explain key content	Unrelated to the overall theme Do not enhance the content of the trailer	X 4	____ / 20	
Production Quality (Audio)	Effectively assists in communicating theme, mood, and setting Aligns with graphics	Assists in communicating theme, mood, and setting Does not overpower graphics and text	Inconsistent with the theme, mood, and setting	X 2	____ / 10	
Total / 180						